

# ASSIGNMENT 1

Textbook Assignment: "Copy Preparation," chapter 1, pages 1-1 through 1-50.

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- 1-1. Of the following printing processes, which one is the primary process used in Navy print shops?
1. Gravure
  2. Letterpress
  3. Electronic digitization
  4. Lithographic/offset lithographic
- 1-2. What printing process is the oldest form of printing?
1. Gravure
  2. Letterpress
  3. Electronic digitization
  4. Lithographic/offset lithographic
- 1-3. In offset lithographic printing, the paper surface receives ink from what press component?
1. Zinc plate
  2. Ink rollers
  3. Blanket cylinder
  4. Impression cylinder
- 1-4. Which of the following operations does electronic digitization and laser copiers NOT allow?
1. Editing
  2. Photographing
  3. Halftone creation
  4. Job order completion
- 1-5. Which of the following terms is a broad term that refers to material intended for reproduction?
1. Copy
  2. Text
  3. Proofs
  4. Artwork
- 1-6. Which of the following formats is NOT a basic form of copy material?
1. Line
  2. Halftone
  3. Manuscripts
  4. Continuous-tone
- 1-7. What basic form of copy material has no graduated tones?
1. Line
  2. Halftone
  3. Photographs
  4. Continuous-tone
- 1-8. What basic form of copy material requires the extra step of conversion before printing?
1. Line
  2. Halftone
  3. Continuous-tone
- 1-9. A continuous-tone photograph with a text overlay comprises what basic form of copy material?
1. Line
  2. Halftone
  3. Continuous-tone
- 1-10. You can eliminate printing production problems with what sound knowledge factors?
1. Policies of print shop supervisory personnel
  2. Press and process limitations
  3. Finishing operations
  4. Abilities of print shop personnel
- 1-11. What is the next step you should take after you select the proper printing process?
1. Type
  2. Format
  3. Paper stock
  4. Press schedules

1-12. The format of printed products includes which of the following attributes?

1. Look
2. Feel
3. Shape
4. All of the above

1-13. Your decision as to the shape and size of the pages of a job should depend on which of the following information?

1. Press capacity
2. Bindary capacity
3. Available stock
4. All of the above

IN ANSWERING QUESTIONS 1-14 THROUGH 1-16, SELECT FROM COLUMN B THE RECTANGULAR FORM THAT USES THE RATIOS IN COLUMN A. RESPONSES IN COLUMN B MAY BE USED MORE THAN ONCE.

A. RATIO

B. RECTANGLES

1 - 14. 5:7

1. Hypotenuse

1 - 15. 2:3

2. Golden mean

1 - 16. 3:5

3. Regular

4. Signature

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1-17. You should design most booklets and pamphlets to conform to what rectangular format?

1. Regular
2. Golden mean
3. Hypotenuse
4. Pythagorean

1-18. What type of stock should you use for a printing job that will be read once and thrown away?

1. Cover stock
2. Colored stock
3. Inexpensive paper
4. Good durable paper

1-19. What term refers to the design of a style of type?

1. Type weight
2. Type class
3. Type size
4. Typeface

1-20. How do display typefaces create illusions?

1. By using curves
2. By using thick and thin lines
3. By using the presence or absence of serif and embellishments
4. All of the above

1-21. What type of lettering should you choose when selecting a typeface for text in the body of a job?

1. A legible design
2. A boldface design
3. A italicized design
4. A decorative design

1-22. What dimensions compose an overall letter?

1. Weight
2. Height
3. Decoration
4. All of the above

1-23. The letter height of a typeface is expressed in what unit of measure?

1. Picas
2. Points
3. Pixels
4. Fractions

1-24. Which type weight reproduces with optimum legibility in the finished product?

1. Boldface
2. Lightface
3. Openface
4. Regular weight

- 1-25. What should you do to the letters in a line of text that are too long to fit into an allotted space?
1. Italicize them
  2. Condense them
  3. Expand them
  4. Redraw them
- 1-26. You can determine if a typeface has been expanded or condensed by examining the geometric proportions of what letter?
1. D
  2. G
  3. O
  4. Q
- 1-27. There are (a) what number of picas in one inch, and (b) what number of points in one pica?
1. (a) 12 (b) 6
  2. (a) 2 (b) 6
  3. (a) 6 (b) 12
  4. (a) 6 (b) 2
- 1-28. To order typeset copy, you should specify the line measure in what unit(s) of measure?
1. Picas
  2. Points
  3. Picas and inches
  4. Picas and points
- 1-29. What term refers to the placement of additional space between the letters of words to improve and balance typography?
1. Leading
  2. Letterspacing
  3. Justification
  4. Indenting
- 1-30. What term is known as the spacing of lines of type to a predetermined length so that the left and right margins align?
1. Justification
  2. Letterspacing
  3. Legibility
  4. Leading
- 1-31. What typographic procedure causes "rivers" of white space on a printed page?
1. Removing the short words from the text
  2. Improper letterspacing
  3. Improper indentations
  4. Improper word spacing
- 1-32. What typographic procedure reduces the amount of space between letters or combinations of letters?
1. Letterspacing
  2. Word spacing
  3. Line spacing
  4. Kerning
- 1-33. What is the purpose of indentations?
1. To make the page of text less readable
  2. To give the reader's eye a new starting point
  3. To give the reader eye strain
  4. To move the text in equally from the margins
- 1-34. Hanging indentations are used for which of the following purposes?
1. Poetry
  2. Legends
  3. Special emphasis
  4. Short quotations
- 1-35. In an open book, the back margin should appear to equal what other margin(s)?
1. Top margin
  2. Bottom margin
  3. Either side margin
  4. All other margins
- 1-36. A preliminary dummy should be what size?
1. 1/2 actual job size
  2. 3/4 actual job size
  3. 80% actual job size
  4. 1/1 actual job size

- 1-37. When should a preliminary dummy be created?
1. When filling out the job order with the originator
  2. After accepting the job
  3. Before the job is typeset
  4. After the job is typeset
- 1-38. What pages are NOT considered key pages for making up a preliminary dummy?
1. Text
  2. Index
  3. Title
  4. Cover
- 1-39. If you are laying out a cover to a publication that is part of a series, how should you design the cover?
1. Any way you desire
  2. Exactly like all other Navy covers
  3. To match other publications in that series
  4. To match other Navy instructions
- 1-40. You can improve the appearance of a long title of a publication by varying which of the following characteristics?
1. Color
  2. Type size
  3. Type style
  4. Each of the above
- 1-41. What are the principal design requirements for pages such as the table of contents?
1. To match all other pages
  2. Attractiveness and legibility
  3. To match typefaces and attractiveness
  4. To be convenient and contain an artistic design
- 1-42. What does the term "cutlines" pertain to?
1. Text
  2. Captions
  3. Illustrations
  4. Cropping instructions
- 1-43. In what way should areas of text be indicated on a preliminary dummy?
1. By the use of thumbnail sketches
  2. By drawing a rectangle only
  3. By using lines drawn horizontally by a ruler only
  4. Either by drawing a rectangle or using lines drawn horizontally by a ruler
- 1-44. Where should you place a single illustration on a page?
1. At the mid-point of the base surrounded by text
  2. Just above the optical center of the page only
  3. The top of the page only
  4. Either just above the optical center or at the top of the page
- 1-45. For the purpose of page layout, what page visually outweighs the others?
1. Right
  2. Cover
  3. Title
  4. Left
- 1-46. What method should you use to add interest to a page that requires several illustrations?
1. Make the illustrations one column wide
  2. Group them as a montage and let the panel bleed
  3. Use each illustration separately and bleed each one
  4. Box each illustration and place them throughout the page

- 1-47. When should you create a paste-up dummy?
1. When the job is submitted
  2. When the job is accepted
  3. After the type is set
  4. Before type is set
- 1-48. What materials should be used for a paste-up dummy?
1. Preprinted rub-on lettering sheets
  2. Printed layout sheets
  3. Manuscript copy
  4. Type proofs
- 1-49. What is the advantage of having extra proof sheets?
1. To size each page
  2. To trim each page
  3. To mark typographical errors
  4. To indicate spacing instructions
- 1-50. You should lay out several pages of a book in advance to avoid what problem?
1. Misnumbering final copy pages
  2. Repeated shifting from one job to another
  3. Work delays while waiting for adhesives to dry
  4. Changing the layout of the pasted pages to fit copy and illustrations
- 1-51. Specifying the type and set of a given body of text is known as what process?
1. Copyfitting
  2. Justification
  3. Planning the layout
  4. Indentational letterspacing
- 1-52. When you use the character count method of copyfitting, what step should you take after finding the total number of characters on a manuscript page?
1. Set the margins
  2. Divide the total number of characters by five
  3. Count the characters in five representative lines
  4. Determine the number of characters in one line
- 1-53. What is the procedure for determining the length of copy in inches using the character count method?
1. Divide the number of lines per inch into the total number of lines in the copy
  2. Divide the total number of characters in the manuscript by the average number of characters per line
  3. Count the number of characters in 5 lines and multiply by 20
  4. Count the characters in one line, multiply by the number of lines on the page and divide by 12
- 1-54. To determine the number of characters in a typeset line using the character count method of copyfitting, how many representative lines should you count?
1. 5
  2. 7
  3. 6
  4. 4
- 1-55. To properly use the line measurement method of copyfitting to determine copy depth, you should multiply page length by (a) for single-spaced, and (b) for double-spaced manuscripts?
1. (a) 12 (b) 10
  2. (a) 10 (b) 12
  3. (a) 3 (b) 6
  4. (a) 6 (b) 3

- 1-56. What term refers to the process of determining the reduction or enlargement of an image to occupy a given area?
1. Reproduction size
  2. Control dimension
  3. Cropping
  4. Scaling
- 1-57. Which of the following methods is the easiest and most popular method for scaling artwork?
1. Mathematical formulation
  2. Proportional dividers
  3. Proportional scale
  4. Slide rule
- 1-58. Normally, what is the controlling dimension for scaling artwork?
1. Width
  2. Height
  3. Length
  4. Paper size
- 1-59. What part of a proportional scale displays the ratio of the percentage of the original size and the number of times the art is reduced?
1. The outer disk
  2. The center disk
  3. The window near the center of the disk
  4. The LED readout in the upper-right corner
- 1-60. What should you do when scaling series artwork to improve the appearance of a job and save time in the camera room?
1. Reduce all art proportionally
  2. Enlarge all art to the same size
  3. Enlarge all art uniformly in size
  4. Prepare all art to the same scale
- 1-61. Which of the following percentages of enlargement or reduction will reproduce with optimum results?
1. 175
  2. 80
  3. 50
  4. 33
- 1-62. What effect will reducing the overall size of artwork have on the reproduction copy?
1. The weight of the center and extension lines decreases
  2. All lines except the object outline decreases
  3. All lines increase in weight
  4. All lines decrease in weight
- 1-63. What is the major drawback to enlarging artwork for reproduction?
1. Crudity
  2. Distortion
  3. Disproportion
  4. Spaces fill in
- 1-64. What aspect of reproduction can you directly influence through the preparation of a mechanical?
1. End use
  2. Quality
  3. Distribution
  4. Press process-
- 1-65. What material should you acquire before starting a job intended for reproduction?
1. Ink
  2. Paper stock
  3. Bindery products
  4. All pertinent information
- 1-66. What do crop marks describe?
1. Reduction of an image
  2. Enlargement of an image
  3. Selected portion of an image
  4. Clean border area of an image

- 1-67. What material should you use to make a pair of cropping arms?
1. Large sheets of white paper
  2. Large sheets of black paper
  3. White cardstock cut at right angles
  4. Black cardstock cut at right angles
- 1-68. What procedure should you use to indicate crop marks on a photograph?
1. Mark the borders of the image
  2. Mark an overlay attached to the image
  3. Cut a window in an opaque mask or goldenrod
  4. All of the above
- 1-69. What product should you use to remove the light resin coating from the surface of photographs?
1. Rottenstone
  2. Talcum powder
  3. Fuller's earth
  4. Eraser particles
- 1-70. Which of the following media contains a photographically matched series of pigments containing white, black, and greys?
1. Watercolors
  2. Retouch greys
  3. Acrylic colors
  4. All of the above
- 1-71. What process isolates an image and removes the background?
1. Cropping
  2. Opaquing
  3. Vignetting
  4. Silhouetting
- 1-72. What procedure should you use to silhouette an object in a photograph when you must retain the original image untouched?
1. Cut the image area out of a copy image
  2. Mask the image area of a copy and airbrush the background
  3. Cover the image with an acetate mask and airbrush the acetate
  4. Alter the image for the best quality reproduction and tell the originator afterward
- 1-73. What process should you use to prepare continuous-tone images for reproduction?
1. Halftone screening
  2. Combination copy
  3. Image separation
  4. Redrawing
- 1-74. What device should you use to reduce tonal art to a series of dots for reproduction on a printed page?
1. Combination film
  2. Halftone film
  3. Glass screen
  4. Glass lens
- 1-75. Which of the following types of screens is/are used in making halftones?
1. Wire
  2. Glass only
  3. Acetate only
  4. Glass and acetate